

CHARLES SMITH

PRODUCT MANAGER
UX DESIGNER
SCRUM MASTER

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SUMMARY

Highly capable product manager with 7 years experience working with a Fortune 50 company. UX designer with strong communication skills well suited for working with cross-functional teams.



WORK EXPERIENCE

Senior Product Manager, UX

2018-Present

User Experience Lead

2015-2018

Software Developer

2008-2015

TRIBUNE DIRECT MARKETING (CONVERSION ALLIANCE) - NORTHLAKE, IL

- Designed and coordinated development for the Walgreens Community Outreach Portal. This portal is used by over 20,000 employees for Walgreens locations across the U.S., increasing scheduled clinics by 200% and senior events by 600% over a three-year period.
 - Collaborated with various Walgreens business units to design an application that manages outreach calls, contracting, scheduling, distribution of vaccines, off-site clinics, voucher generation and senior outreach and patient care and advocacy events
- Created the interface and supporting artwork for Gizmo, a proprietary web-based ecommerce framework for customer file management, reporting, uploads, proofing, mapping and list processing for Tribune Direct (Customers included Scotts, Kubota, Casey's General Store and Camping World amongst others)
 - Coordinated Casey's General Store opt-in program, a \$1MM per year opportunity
 - Oversaw the loading, setup and testing of Scotts' variable artwork templates and coupons
 - Designed, customized and controlled the Gizmo WordPress sales site
- Managed development projects through Jira using agile methodology
 - Acted as the Jira scrum master to help maintain backlogs, run sprint planning and sprints, and monitor active tasks for dislocated development teams
 - Facilitated daily scrums for on-site and off-shore developers
 - Performed sprint reviews to inspect the product increment and collectively update the product backlog
 - Ran sprint retrospective to inspect and adapt the team's processes
- Prototyped and designed interfaces using responsive css, created business rules and processes with clients and worked with on-site and off-shore developers and DBAs to build web applications
- Produced multi-channel marketing campaigns using email, SMS, personalized URL (pURL), print and mail for clients such as Peapod, Jewel-Osco, Stanley Steemer, Philadelphia 76ers, New Jersey Devils, LA Kings, Detroit Pistons and Fresh 105.9 FM

Web/Graphic Designer

2000-2008

IT'S YOUR CUSTOMER - BROADVIEW, IL

- Designed and developed the interface for ItsYourCustomer.com (one of the first, pure web-based automotive service reminder programs) and Auto4Customers.com (a CRM system for Experian Automotive)
- Created variable service reminder and postcard templates which were editable through the site
- Crafted and coded emails to support It's Your Customer and Auto4Customer
- Prepared comps and digital presentations to be used by the sales and marketing teams

Senior Web/Graphic Designer & Illustrator

1991-2000

PAL GRAPHICS - BROADVIEW, IL

- Conceptualized, designed and illustrated print ads, collateral and catalogs for clients such as Volkswagen, Lucent Technologies, AT&T, Experian, First National Bank of LaGrange, C&R Research, CAT, Penray, Kokuyo, Toshiba Tungaloy and Wells Lamont
- Designed and developed Internet and Intranet sites including customized icons, graphics, css and animation
- Trained and supervised production assistants

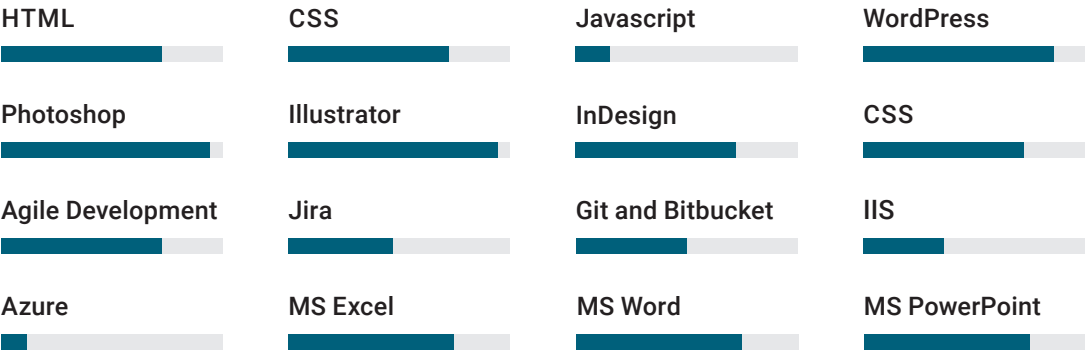
CHAMELEON GRAPHICS, INC. - SOUTH ELGIN, IL

- Designed and developed safety training websites and animations for clients of Safety Management Solutions, which included Abbott Laboratories, Alberto Culver, Johnson & Johnson and Walgreens
 - Fulfilled requirements for OSHA compliance training
- Designed and developed industrial WordPress sites, marketing collateral and magazine ads for Chicago Clamp Company, Westmont Metal Manufacturing, Westmont Engineering and kW Energy Solutions
- Conceptualized and designed trade show displays and banners for Chicago Clamp Company, Ecke & Kante Coaching and Intelligent Driver



SKILLS

Professional Skills



Personal Skills



EDUCATION

Bachelor's Degree

COLUMBIA COLLEGE CHICAGO